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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CANADA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	61,570	63,873	64,503	66,519	66,258
OF WHICH LOCAL MANUFACTURE:	99.45%	99.47%	99.51%	99.52%	99.53%
IMPORTED FROM 1) US	.45	.43	.39	.38	.37
2) OTHER	.10	.10	.10	.10	.10
POPULATION TOTAL (MILLIONS)	23.6	23.7	23.9	24.3	24.6
PER CAPITA CONSUMPTION	2608	2695	2698	2737	2693
POPULATION OVER 15 YR OF AGE (MILLIONS)	17.7	18.0	18.4	18.9	19.1
PER CAPITA OVER 15 YRS	3480	3548	3505	3507	3466
SMOKER INCIDENCE					
% OF TOTAL POPULATION	39.0%	38.6%	39.2%	37.8%	37.0%
% OF FEMALE POPULATION	36.2	36.0	36.2	35.4	35.6
% OF MALE POPULATION	41.9	41.2	42.3	40.3	38.6
COMPANY SHARES					
1) BENSON & HEDGES	12.14%	11.78%	11.36%	10.98%	10.61%
2) MACDONALD	19.12	17.40	17.61	17.27	17.53
3) ROTHMANS	26.26	25.50	24.17	23.19	22.68
4) IMPERIAL	42.18	45.08	46.65	48.37	49.02
5) BASTOS	.30	.24	.21	.19	.16

(CANADA)	1978	1979	1980	1981	1982			
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) PLAYERS		IMPERIAL	14.83%	16.18%	17.80%	19.78%	20.75%	
2) DU MAURIER		IMPERIAL	13.31%	14.13	14.35%	15.33	15.97	
3) EXPORT		MACDONALD	17.15	15.53	15.76	15.18	15.01	
4) CRAVEN		ROTHMAN	10.04	9.90	9.79	9.53	9.51	
5) ROTHMANS		ROTHMAN	11.34	11.02	10.12	9.84	9.43	
6) MATINEE		IMPERIAL	5.60	6.72	7.02	6.55	6.13	
7) MARK TEN		B & H	4.44	4.48	4.05	3.75	3.27	
8) BELVEDERE		B & H	3.51	3.41	3.34	3.22	3.08	
9) NUMBER 7		ROTHMAN	3.50	3.41	3.24	2.92	2.76	
10) CAMEO		IMPERIAL	3.12	2.97	2.76	2.46	2.27	
11) PETER JACKSON		IMPERIAL	2.67	2.55	2.36	2.12	1.92	
12) VANTAGE		MACDONALD	1.21	1.19	1.30	1.55	1.63	
13) BENSON & HEDGES		B & H	1.34	1.41	1.46	1.50	1.61	
14) VISCOUNT		B & H	2.10	1.83	1.55	1.36	1.36	
15) MEDALLION		IMPERIAL	.71	.89	.96	.91	.88	
MARKET SEGMENTATION %								
FILTER			95.37	96.11	96.48	96.83	97.19	
PLAIN			4.63	3.89	3.52	3.17	2.81	
PRICE SEGMENTATION %								
NO PRICE SEGMENTATION EXCEPT FOR VARIATION BETWEEN REGULAR AND K.S. FORMAT AVERAGE 10¢ A CARTON OR 1¢ PER PACK								
TAR & NICOTINE SEGMENTATION %								
ULTRA LOW (PLS SPECIFY RANGE)	0-5		5.13%	6.12%	6.97%	7.32	7.75%	
LOW	"	"	6-9	4.60	5.14	6.87	8.30	8.88
MEDIUM	"	"	10-15	33.62	37.32	40.43	41.82	43.63
HIGH/FULL FLAVOR	"	"	16+	56-64	51.43	45.73	42.56	39.73
TOBACCO TYPE SEGMENTATION %								
BLOND: AMERICAN			.5	.4	.4	.4	.4	
VIRGINIA			99.5	99.6	99.6	99.6	99.6	

(CANADA)	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
71 MM TO 79 MM	47.21	47.51	49.17	50.59	50.68
80 MM TO 85 MM	50.71	50.18	48.33	46.82	46.33
100 MM TO 120 MM	2.08	2.31	2.50	2.59	2.98
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	21.9	20.7	20.8	19.8	18.9
25 CIGTS/PACK	78.1	79.3	79.2	80.2	81.1
PACK TYPE SEGMENTATION %					
FLIP TOP BOX	12.4	12.3	11.4	10.7	10.4
SLIDE AND SHELL	87.6	87.7	88.6	89.3	89.6

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) NEWSPAPERS	1	1	1	1	1
B) MAGAZINES	1	1	1	1	1
C) POINT OF SALE	1	1	1	1	1
D) BILLBOARDS	1	1	1	1	1
E) SAMPLING					

(12 MONTHS ON NEW INTRODUCTION ONLY)

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PAKCS	YES	YES	YES	YES	---
B) CARTONS	NO	NO	NOT ANTICIPATED	WITHIN NEXT 12 MTHS	
C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	---
B) CARTONS	NO	NO	NOT ANTICIPATED	WITHIN NEXT 12 MTHS	
C) ADVERTISING	YES	YES	YES	YES	---

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

(CANADA)	1978	1979	1980	1981	1982
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	439.5	420.3	415.0	413.8	381.1
PIPE TOBACCO (THOUSAND KILOS)	285.7	245.1	214.9	183.6	166.4
ROLL YOUR OWN (THOUSAND KILOS)	5617.2	5197.0	4768.3	4746.3	5535.3
CHEWING TOBACCO (THOUSAND KILOS) AND SNUF (THOUSAND KILOS)	570.2	573.3	578.4	540.4	143.1

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: U.S.A. MARKET

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	603,089	609,894	616,710	626,476	622,306
POPULATION TOTAL (MILLIONS)	218.4	220.2	222.2	224.2	226.3
PER CAPITA CONSUMPTION	2,761	2,770	2,775	2,794	2,750
POPULATION OVER 18 YR OF AGE (MILLIONS)	155.1	157.7	160.2	162.6	164.9
PER CAPITA OVER 18 YRS	3,888	3,867	3,850	3,853	3,774
SMOKER INCIDENCE					
% OF TOTAL POPULATION	37.0	36.5	36.0	33.4	34.3
% OF FEMALE POPULATION	35.0	34.0	33.0	30.6	32.3
% OF MALE POPULATION	39.0	39.5	40.0	36.6	36.5
COMPANY SHARES					
1) R.J. REYNOLDS	32.9	32.7	32.7	33.1	33.5
2) PHILIP MORRIS	27.9	29.0	31.0	31.8	32.8
3) BROWN & WILLIAMSON	15.3	14.5	13.7	14.0	13.4
4) AMERICAN BRANDS	11.7	11.5	10.6	9.5	8.8
5) LORILLARD	9.0	9.6	9.6	9.0	8.6
6) THE LIGGETT GROUP	3.2	2.7	2.3	2.6	2.9

(U.S.A.)	1978	1979	1980	1981	1982		
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1) MARLBORO		PHILIP MORRIS	16.8	17.0	17.8	18.3	19.2
2) WINSTON		R.J. REYNOLDS	14.0	13.4	13.3	13.3	13.2
3) SALEM		R.J. REYNOLDS	9.0	8.9	8.7	8.8	8.8
4) KOOL		BROWN & WILLIAMSON	9.8	9.3	8.8	8.4	8.2
5) CAMEL		R.J. REYNOLDS	4.3	4.3	4.3	4.8	4.9
6) BENSON & HEDGES		PHILIP MORRIS	4.4	4.4	4.5	4.5	4.7
7) MERIT		PHILIP MORRIS	2.9	3.7	4.2	4.5	4.5
8) PALL MALL		AMERICAN	6.1	5.6	5.1	4.7	4.3
9) KENT		LORILLARD	5.0	5.2	5.0	4.5	4.1
10) VANTAGE		R.J. REYNOLDS	3.1	3.4	3.8	3.7	3.9
11) VIRGINIA SLIMS		PHILIP MORRIS	1.6	1.8	2.3	2.5	2.5
12) NEWPORT		LORILLARD	1.4	1.6	1.9	2.2	2.4
13) CARLTON		AMERICAN	1.7	2.4	2.5	2.2	2.1
14) MORE		R.J. REYNOLDS	1.0	1.1	1.2	1.5	1.6
15) RALEIGH		BROWN & WILLIAMSON	2.0	1.9	1.8	1.7	1.6
16) OTHERS			16.9	16.0	14.8	14.4	14.0
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			61.6	62.4	63.3	63.7	64.1
FILTER MENTHOL			28.6	28.6	28.5	28.5	28.7
NON-FILTER			9.8	9.0	8.2	7.8	7.2
PRICE SEGMENTATION %							
HIGH			100.0%	100.0%	99.96%	99.54%	99.05%
ECONOMY			---	---	0.4%	.46%	.95%
*Economy includes all Generic packings							
TAR & NICOTINE SEGMENTATION %							
ULTRA LOW (0-6 mg. tar)			3.7	5.9	8.0	9.8	10.3
MEDIUM (7-15 mg. tar)			28.5	37.3	39.7	46.6	54.3
HIGH/FULL FLAVOR (16+ mgs.)			58.0	47.8	44.1	35.9	28.2
(does not include Non-Filter)							
TOBACCO TYPE SEGMENTATION %							
BLOND: VIRGINIA			100.0%	100.0%	100.0%	100.0%	100.0%

(U.S.A.)	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
70 MM AND SHORTER	4.2	3.8	3.5	3.4	3.2
80 mm to 85 MM	65.6	64.5	62.8	61.4	60.1
100 MM	28.5	30.0	31.9	33.2	34.6
OVER 100 MM (120's)	1.7	1.7	1.8	2.0	2.1
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %					
SOFT PACK	90.2	90.2	89.6	88.5	87.1
FLIP TOP BOX	9.8	9.8	10.4	11.5	12.9
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

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(U.S.A.)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	---	---	YES	---	---
B) CARTONS	---	---	YES	---	---
C) ADVERTISING	---	---	YES	---	---
SPECIFIC T&N NUMBERS ON:					
A) PACKS	---	---	NO	---	---
B) CARTONS	---	---	NO	---	---
C) ADVERTISING	---	---	YES	---	---
TAR BANDS PRINTED ON:					
A) PACKS	---	---	NO	---	---
B) CARTONS	---	---	NO	---	---
C) ADVERTISING	---	---	NO	---	---
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	4,672.7	4,265.4	3952.5	3,855.2	3,629.5
PIPE TOBACCO - DOMESTIC (THOUSAND LBS.)	31,400	28,820	27,319	26,774	24,527
LITTLE CIGARS	1,553.5	1,433.3	1,415.8	1,367.7	1,265.0
ROLL YOUR OWN (THOUSAND LBS.)	3,847	3,456	3,236	3,262	3,368
CHEWING TOBACCO (THOUSAND LBS.)	80,688	87,410	91,068	90,247	87,975
SNUFF (THOUSAND LBS.)	35,909	37,379	38,671	41,974	43,870
BIDI (MILLIONS)	---	---	1,062	1,720	3,693
KRETEK (MILLIONS)	6.233	10.665	15.976	23.994	45.482

SOURCE: TOBACCO MERCHANTS ASSOCIATION.

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